



Introducing Ipanema with STARCK, a New SS16 Shoe Collaboration

Timeless and Accessible Elegance

Sao Paulo, Brazil: Brazilian shoe brand **Ipanema** has partnered with world-renowned creator **Philippe Starck** for **Ipanema with STARCK**, a Spring/Summer 2016 collection that reimagines footwear. Starck lends his talent for minimal and organic design to re-envision a collection of modern, elegant sandals accessible to purveyors of stylish and smart innovation worldwide.

The Ipanema with STARCK collection will feature four distinct designs, offered in a myriad of 12 colors each - 48 total combinations. These dynamic sandals are inspired by various possible lifestyles and moods to recognize all dimensions of the modern woman, such as arty, glamour, nature and sophisticated chic...

"The Ipanema with STARCK collection explores the territory of high elegance paired with the utmost minimalism. When you reach elegance with a few dollars or euros, this is no longer magic; it is a modern miracle". Philippe Starck

The Ipanema with STARCK collection offers wearers the freedom of choice. Ultimately each woman can make her own selection from the variety of strap designs and colors that best represents her own unique style statement. The collection's palette is a blend of neutral and citrus tones including white, black, smoke, acid yellow, orange, rose, transparent yellow, and transparent orange. The simple and sleek silhouettes are infused with an imaginative quality illustrating each of the four sensibilities. Organic elegance, purity, lightness and honoring the silhouette of the human form are quintessential to the design of the collection.

Focusing on sustainability, Ipanema with STARCK was developed with 30% recycled materials and is 100% recyclable. To achieve Starck's designs, Ipanema adapted its industrial process to one that is more manual and artisanal. The production process employs proprietary plastique injection technique to guarantee product comfort and delicate quality. The shoes handcrafted assembly of the straps to the sole allows a perfect fit for the women. The Ipanema with STARCK collection is the perfect balance between industrial production and artisanal savoir-faire.

This new and intense collaboration joins an impressive bevy of Starck creations spanning lifestyle products such as furniture and windmills, to revolutionary mega-yachts and inspiring hotels and restaurants. The result is a collection of lively sandals designed to enhance the lifestyle of modern women through innovative fashion and Starck's innate passion for bettering an object.

Ipanema with STARCK launches in stores globally in January 2016. Prices range from \$30-\$40. The shoes will be sold at retailers across the world including: Alchemist in Miami, Colette in Paris and 10 Corso Como in Milan.

For PR inquiries, please email Caitlin Shockley at The Creative NYC:
Caitlin@thecreativenyc.com

About Ipanema

Ipanema is a fun and chic Brazilian-made sandal and flip flop line named after one of the most exotic and famous beaches in the world. Ipanema footwear is created to be the perfect blend of a relaxed seaside lifestyle with the sophistication of city glamour. Sold in nearly 100 countries worldwide, Ipanema's designs reflect the brand's laid back Brazilian roots while using innovative materials and staying connected to current fashion trends. Ipanema creates unique product with features including multiple sole shapes for better comfort and fit, "360 degree" prints that wrap around the sole, and intricate strap details and overlays. Ipanema sandals and flip flops are coveted for their creative and comfortable styles made using the brand's super soft and durable Flexpand 100% recyclable plastic. With eyes on the environment and the future, the Ipanema collection is made using at least 30% recycled materials, while 99% of all factory waste is recycled or reused. **ALWAYS NEW. ALWAYS IPANEMA.**

www.ipanema.com

About Philippe Starck

Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places. This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objects whose purpose is to be "good" before being beautiful. Philippe Starck and his wife, Jasmine, mostly live on an airplane or in the "middle of nowhere".

www.starck.com

*For PR inquiries, please email Caitlin Shockley at The Creative NYC:
Caitlin@thecreativenyc.com*